



FREMONT COMMUNITY PROFILE 2012

As the fourth largest city in the San Francisco Bay Area, Fremont's Silicon Valley location is the ideal place to live, work and visit. The city takes pride in its diversified, globally-connected economy where businesses can be successful and residents and visitors can enjoy high-quality programs and services.

POPULATION

**Fremont is the 4th largest city in the San Francisco Bay Area;
15th in California**

- Total Population 214,089
- Total Households 71,004

Distribution by Ethnicity & Race

- Asian 50%
- White 33%
- Hispanic 14%
- Black/African American 3%

INCOME PROFILE

- Average Household Income \$114,169
- Average Household Size 3.0
- Median Age 37 years

EMPLOYMENT PROFILE

Top Employers (250 - 1,000+ Employees)

Fremont Unified School District	AXT Incorporated
Washington Hospital	Lam Research Corporation
Boston Scientific	DMS Facility Services, Inc.
Western Digital	Sysco Food Services
Seagate	Synnex

TAX PROFILE

- Property Tax Rate 1.1%
- Utility Tax None
- State Sales Tax 8.75%
- Transient Occupancy Tax 10%

HOUSING AND REAL ESTATE

Housing

- Median Home Price (2010) \$654,700
- Average Monthly Rent (2 Br. Unit) \$1,678

Land Profile 92 square miles

Development (Total Developed)

- Residential 71,699 Units
- Commercial 9.1 million s.f.
- Industrial/Office 40.3 million s.f.

TRANSPORTATION

Air

- San Jose International Airport 13 miles
- Oakland International Airport 18 miles
- San Francisco International Airport 22 miles

Highways

- Interstates 880/17 & 680/280, Routes 84 & 238

Ports

- Redwood City 18 miles
- Oakland 27 miles
- San Francisco 37 miles
- Richmond 38 miles

Public Transportation

- Bay Area Rapid Transit (BART) system - 2 Stations
- Rail transport lines including Altamont Commuter
- Express (ACE) and Amtrak Capitol Corridor
- AC Transit bus service, locally, and Santa Clara Valley Transportation Authority provide express service to various points in Silicon Valley

RETAIL PROFILE

- Daytime Population – 241,504; Trade Area Population – 393,000
- Top psychographic consumer segments are affluent, tech-savvy and highly educated with urban mentality
- Over 300 eateries including popular restaurant brands and a diverse range of ethnic cuisines
- Wide variety of shopping options in centers such as Pacific Commons, The Hub and Washington West as well as business districts such as Irvington and Niles
- New Opportunities:
 - Pacific Commons “The Block” (300K sf of new retail)
 - Midtown (110 acres, mixed-use development planned in the Central Business District)
- Coming Soon – Whole Foods & Sunflower Farmers Market, Century Theatres and Target

INNOVATION PROFILE

- Known as Bay Area capital for tech manufacturing
- Home to growing cluster of nearly 30 clean tech companies such as Tesla, Solaria, Redwood Systems and Greenvolts
- Other major companies include: Lam Research, Boston Scientific, Seagate, Western Digital, and Thermo Fisher Scientific
- Growing industries and employment sectors include:
 - Electric Vehicle Industry
 - High-Tech and Information Technology
 - Clean and Green Technology
 - Biotechnology and Life Sciences
 - Logistics, Warehousing, Goods Movement
 - Medical
- Voted 2nd Most Inventive City in America by The Daily Beast/Newsweek with over 2200 patents awarded in 2010
- Received over \$1 billion of venture capital in recent years
- 40 million square feet of industrial space; 63% of all R&D inventory in the East Bay Area
- 49% of adults hold a Bachelors, Graduate or Professional degree
- Major universities (including Stanford and U.C. Berkeley), community colleges, and technical schools are located within 30 miles



KEY PHONE NUMBERS (510) & ONLINE RESOURCES

Economic Development 284-4020 & econdev@fremont.gov

Development Services Center 494-4443 & DSC_recep@fremont.gov

Planning Division 494-4440 & planinfo@fremont.gov

Building & Safety 494-4400 & bldinfo@fremont.gov

Business License 494-4610 & finance@fremont.gov

Fire Department 494-4200 & fremontfire@fremont.gov

Police Department 790-6800 & www.fremontpolice.org

Environmental Services 494-4570 & environment@fremont.gov

Housing & Redevelopment 494-4500 & ohr@fremont.gov

Chamber of Commerce 795-2244 & fmtcc@fremontbusiness.com

Workforce Investment Board 259-3842 & www.acwib.org

Small Business Development Ctr 208-0410 & www.acsbdc.org

Family Resource Center 574-2000 & frc@fremont.gov

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